

Minutes
Visitors Cultural Commission
Application Committee Meeting
January 12, 2017, 2:00 p.m.
City Council Chambers

Call to Order at 2:05 PM

Roll called by Carylie Forte

Present: Anne Becker, Kathy Melone, Larry Maholland,

Others Present: Chris Minick, Carylie Forte

Anne Becker asked if there was Public Comment. None was offered.

Becker said that before the discussion could begin about the funding matrix to be used in FY 17-18, they needed to take a look at the Application for Funding that gets completed by organizations. Look at whether they're asking the right questions, and does the matrix follow the information that is provided. This attempt at using a funding method was first discussed at the May 19, 2016 VCC meeting. Since then, the VCC committee wanted to refine the matrix in the interim, so that it would be more useful for the FY 17-18 funding decisions. With that in mind, the committee discussed changes to the application and agreed to put those in place for dissemination to organizations for FY 17-18 funding requests.

Chris Minick added that City Council's focus on funding to organizations, city-wide, would be "what is the return on investment (ROI), that the City receives by investing in funding support of these organizations. This coincides with the Mission Statement that was established several years ago – which included the dictum that the City would not be funding organizations for their building/facilities needs. But the focus would be on supporting organizations so that they could increase the numbers of people that come to the City and start tracking their financial input to the City. If the City invests \$ to an organization, what is the calculated ROI, or measure of impact, from that organization over the period of a year? So the focus was to try to come up with a funding matrix that could possibly incorporate a way to calculate the impact an organization has to the City by the number of people who attend an organization's events over the course of a year.

During the discussion, Becker suggested that they ask organizations to do a random sampling at an event during the course of the year and provide that number to the VCC committee. There needs to be more of a concrete number provided to the VCC to calculate the impact. Is this a fair and/or realistic way of determining impact to the City?

The application was revised with a few more targeted questions that could tie an organization's responses back to the funding matrix judging criteria. Then the committee took a look at the matrix itself, to decide if the previous five categories that organizations are rated on should be revised. After discussing the merits of each, it was decided to evaluate organizations based on four categories: Economic Impact; Enhance Community Culture; Resident Benefit; and Enhance St. Charles Reputation. Going forward in FY 2017-18, the funding allocation decisions will be based on the numbers the committee members assign in the judging evaluation process, along with a discussion of the merits and weight each organization holds, vis a vis the amount of funding they have requested of the VCC. Becker asked Maholland if he

could come up with a short description of the 4 criteria and the weighting system so that the committee understands what these mean when it comes time to determine allocation funding.

Melone suggested that each of the 4 categories is equally important, and therefore, should be equally weighted. If these remain weighted in the evaluation process, what do you do with the final numbers? The idea was a way to come up with a number to judge each group. A decision on funding has to be made, but Melone argued that the final number might not correlate to the funding amount an organization has requested. It could be much higher or lower in the final analysis, which would not be equitable. Discussion ensued about whether the matrix outcome should be a matter of public record. Minick said that as a public meeting, these discussions and decisions are a matter of public record.

Melone said that what is most important in the final analysis, for ROI, the biggest factor in evaluating an organization's merit is: How many people are you serving in St. Charles – residents and non-residents? What dollars are being put back into the community by your organization's events? Becker agreed that by ranking their merit and giving a concrete value to them, they can show City Council the value to the City and ROI. Becker said that the VCC committee should try using this matrix and see what the results will be the next year or so. Melone agreed, but said that the committee will still need to utilize the discussion method of evaluating each organization in order to come to final funding allocation decisions. Becker wants to illustrate to City Council that the VCC has a process in place to evaluate and arrive at funding decisions, based on objective data and a ranking method to calculate funding.

It was decided to use an evaluation rating with values:

- 1 = Remote
- 3 = Moderate
- 5 – Strong
- 7 = Direct
- 9 = Direct and strong

And rank them for each organization that applies for funding, using the below categories:

<u>Rating Criteria</u>	Economic Impact	Enhance Community Culture	Resident Benefit	Enhance St. Charles Rep	<u>TOTALS</u>
<u>Organization</u>					

Becker summarized changes to be made with the application and Carylie Forte will make the changes that were indicated during the meeting and distribute for review to the VCC committee members so they are aware of these prior to the beginning of the fiscal year 2017-2018 funding process. Also, Maholland will provide category descriptions for the matrix sheet.

Anne Becker made a Motion to Adjourn and it was seconded by Kathy Melone. The Motion passed by a unanimous voice vote.

Meeting adjourned at 3:20 PM.

Minutes prepared by Carylie Forte.